Q.P. Code : 61341

Fourth Semester M.B.A. (Day) Degree Examination,
September/October 2020

(CBCS Scheme – 2014 onwards)

M.P. Birla Institute of Management LIBRARY

Management

Paper 4.1 — INTERNATIONAL BUSINESS DYNAMICS

Time : 3 Hours] *[Max. Marks : 70*

SECTION – A

Answer any **FIVE** questions. Each carries **5** marks : **(5 × 5 = 25)**

1. What is meant by acculturation? How does culture affect international business?

2. Does the political climate of a country get accounted for when an MNC looks for a new country of operations?

3. What scope does the European Union as a trade enabler provide for Indian trade abroad?

4. What are the characteristics to look for in employees when selecting them for international assignments?

5. What are the issues looked at by MNCs in international sourcing?

6. Discuss your views on the effect of COVID 19 on international business.

7. What are intellectual property rights? Does an MNC need to abide by them?

SECTION – B

Answer any **THREE** questions. Each carries **10** marks : **(3 × 10 = 30)**

8. Explain in detail the role of the World Bank, the WTO and all the international agencies in supporting international business.

9. Detail the different modes of entry of an MNC into a new country of operations.

10. Is India competitive enough to attract Foreign Direct Investment? Give your opinion on India's strengths and your suggestions on areas of improvement.

Birla Institute of Management
LIBRARY
M.P.

11. Beginning with the introduction of the gold standard, explain the current issues to be considered by MNCs in international financial management concerning the receipt and disbursal of funds.

SECTION – C

Case Study, compulsory question, carries **15** marks : **(1 × 15 = 15)**

12. Rakesh began a gloves manufacturing unit in Bengaluru ten years ago. He sells surgical gloves to several medical institutions in South India. Though the business is doing well Rakesh has started to feel that he should expand the business by attracting more customers. Rakesh has an opportunity to sell the gloves to Sri Lanka and Mauritius. He has also been contacted by a party in Gurgaon for sales. Based on his production capacity, Rakesh can either take up the North Indian market, explain why. If you advise to go for the foreign market, then advise how he should go about it, the documents needed, the procedure and so on.
